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A 27
P 685

PSU Perspective

Portland State University Alumni Paper

Summer 1982



Photo by Paul Rosiak

More than 1,100 runners poured out of the starting gate for this year's spring Viking Classic 10 kilometer run, held to benefit PSU track and field teams. The Classic, considered one of the elite races in the nation for Master's competition (over age 40), included some of the top runners in the country. The 6.2 mile Classic course starts on campus and winds through downtown, Old Town, Northwest Portland, and back to the campus. Track and Field is a newly revived sport at Portland State and the Viks already have placed runners in national competitions.

PSU Perspective

Portland State University
Alumni Newspaper
Summer 1982

PSU computer program saves millions for Omark

By Butch Bernhardt

Effective management decisions are considered the doorway to success. An industrial engineer at Omark Industries, a professor and two graduate students at Portland State University may have found a key to that doorway in the form of a computer program.

The program has been in use for nearly a year. Estimates on how much Omark has saved is difficult to define, says Audi Kalayanamitr, senior industrial engineer at Omark, because it is hard to determine actual costs involved. But he says a figure of \$1 million in savings is "conservative" if you consider that Omark has \$480 million worth of equipment that is now being utilized more efficiently.

The program, according to Ken Jenkins, professor of business administration at PSU, simulates Omark Industry's plant manufacturing capabilities all over the world.

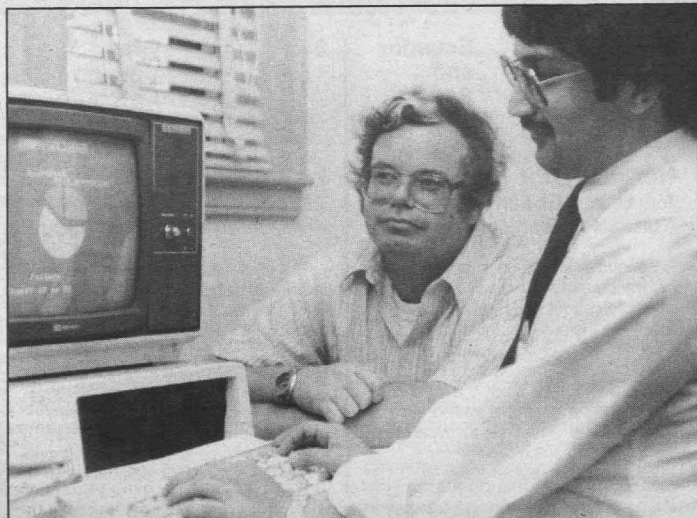
New game

"From that, we play what we call a What if? game and change certain variables. For example, Omark manufactures many different types of chain saw chains. We can use the program to ask: If we make X amount of this chain, how much capacity do we have to make this other chain?"

Kalayanamitr says the program will help make management decisions more efficient. "It helps us optimize our costs and profits. It's become a good tool for top management. We use it everyday," he explains.

The project began two years ago when Kalayanamitr proposed the idea to his company. After initial approval, Kalayanamitr decided he needed help and sought out Jenkins.

"He was the second one I talked to after I proposed the idea to our president of manufacturing. I was looking for help and Jenkins was the most practical choice. He was the most qualified and he had some



Ken Jenkins, Business Administration, and Mehran Towfigh ('81), in quality management at Tektronix, are two of a three man team who helped create computer program that will save Omark millions.

actual experience so I knew we spoke the same language," says the engineer.

Brainpower

Jenkins brought in two graduate students to help develop the model. The four studied Omark's manufacturing process, working up mathematical equations to simulate the process on the computer.

A prototype package was finished in August, 1980. From there, Omark computer programmers tailored the software program to their system.

"Our job was to give them a conceptual model which was completed in August. We had to prove that it could do the job they wanted it to do," says Jenkins.

That meant some nights burning the midnight oil and a few hair-pulling problems.

Helping hand

"In the model, we have about 2,000 variables and about 500 mathematical equations that represent various types of manufacturing capabilities," says Jenkins. "When we first ran the program, it took about 35 minutes of computer time. That's like tying up 60 percent of their computer at one time."

Jenkins credits Omark for support when the program was being developed. He says the management of the manufacturing firm helped out at times when other companies might have backed out.

The project "was and wasn't" treated like an ordinary consulting job. The professor says he charged the company a low rate of about \$4,000 for the program, all of which was given to the graduate students.

"And it was a great education for all of us. In fact, one of the students got a job at Tektronix because of his work with us," says Jenkins.

The program is not the only one of its kind, says Kalayanamitr.

According to correspondence with a professor at Massachusetts Institute of Technology, Kalayanamitr says some of the larger petroleum companies are using a similar process to help make decisions.

"But for medium scale manufacturers like Omark, this program is a pioneer," he asserts.

The computer program is not expected to be outdated in the near future. Jenkins says the computer language currently being used may change, but the concept, "will never become obsolete."

Reprinted from *Daily Journal of Commerce*

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Summer and Fall 1982 TRAVEL and EDUCATION

PSU Alumni present a wide selection in entertaining, educational travel specials for summer and fall. Whether exploring (or rediscovering) Northwest byways or visiting the ancient civilizations of Peru, you'll see them with new insight, as University faculty and staff experts lead the way. You'll learn about the local history and culture, and talk with the people who live there. You'll enjoy good eating at delightful out-of-the-way cafes. The best part is sharing the experience with congenial friends and fellow alumni.



Ecuador and Peru

November 4-17

Tour Leader: **Dr. Earl Rees**
Associate Professor of Spanish

Spend 12 exciting days exploring the wonders of ancient civilizations and cities of Ecuador and Peru. This tour examines the pre-Columbian and colonial past of Quito, Lima, Cuzco and Machu Picchu. The beauty of the past comes alive as you study the architecture, markets, museums, ruins and crafts. Take an entire day to investigate Machu Picchu, the mountain-top city that was the last refuge of the Incan civilization.

Tour leader Earl Rees, who earned his doctorate in Spanish in 1977 from the University of Southern California, has led many excursions into Ecuador, Venezuela, Peru and Colombia. He has made nearly 100 trips to Mexico. An Oregonian article says, "...parachute him into the center of a Central American market and his stream of idiomatic Spanish could easily transfix the natives."

Cost per person includes air fare, overnight accommodations (based on double occupancy), ground transportation, museum and special entry fees, an American breakfast each day and certain meals at special events. **\$2,149.**



Fishing Class and Drift Trip

August 2, 7-8

Instructor and Guide: **Bob Scruggs**
Associate Professor of Physical Education

The best of two efforts: learn to fish for summer steelhead and then land 'em! Bob Scruggs, licensed guide, teaches you the finer points of fishing for summer steelhead with flies and lures. The August 2 in-class session is held 7 to 9 p.m. on campus. The off-campus session, August 7 and 8, takes you on a drift trip on the lower Deschutes, as you put your lessons to practice.

Cost per person includes all meals on the trip, fishing gear if needed, and boats. **\$195**



Grand Canyon Colorado River

September 19-26

Tour Leader: **Dr. Tom Benson**
Head, Department of Earth Sciences

The grand challenge of white water—the Grand Canyon of the Colorado River—invites the seasoned rafter for the trip of a lifetime. This six and a half-day trip travels the reach of the river that flows through the entire section of Grand Canyon National Park, from Cliff Dwellers to Lava Falls. The leisurely downriver pace of the expedition provides ample time for hiking side canyons and enjoying riverside camping and cooking.

Tour leader Tom Benson, who holds a Ph.D. in structural geology from Yale, is a longtime guide of white water excursions. Many students have boated down ancient rivers with him to study the giant map of the geologic past left on high gorge walls. *Oregon Today* reports Benson saying, "That's the best, the real way, to teach geology. Show it to the students. And when I hear a kid out in the field say, 'Hey, there's a fault; or 'There's a rhyolite flow,' then I know I've got them."

Participants provide their personal tents, sleeping bags, clothing and personal items from a suggested list available through the Alumni Office. The price per person includes round-trip air fare from Portland to Las Vegas, one night in Las Vegas, a scenic canyon flight, helicopter liftout, guides, rafting gear, and all meals. **\$1,249.**

4 Shoot the Deschutes

July 24-26

Tour leader: **Howard Walp**
Payroll Manager, Experienced Guide

Spend an exciting three days on the upper Deschutes River, known for its breath-taking white waters and colorfully named rapids, including Whitehorse, Boxcar and Oak Springs.

Howard Walp, experienced river guide, takes you on a 50-mile river run from Warm Springs to upriver of Sherar Falls. Beginners join with the experienced rafters.

The cost per person provides transportation between the University and the Deschutes, rafts and equipment, guide, and meals on the river. **\$125**

5



Vocational, Career Planning: Taking a Second Look

Individual Alumni or Group Sessions
After Work or Saturday Appointments

If you are thinking about a career change, if you would like a candid assessment of your vocational skills, if you want to improve your skills and know where your talents and interests come together, then you will want to investigate the PSU Counseling and Psychological Services' special program for Portland State alumni.

Under the supervision of Dr. Eugene Hakanson, director, the program offers alumni an unusual opportunity to pursue vocational and career planning at reasonable rates and conveniently arranged hours.

The initial one-hour session is devoted to a review of your background and the decisions you're facing. A second session is a two- to three-and-a-half-hour testing, focusing on interests, personality assessment, potential and aptitudes. The third and fourth sessions interpret the testing and provide individual planning.

The program is offered on an individual basis, as well as group sessions. To accommodate alumni, appointments are arranged for after work, evenings or on Saturdays. Call PSU Counseling and Psychological Services, 229-4423, for additional details and to make arrangements to participate in the program.

Price per person for individual sessions is **\$125**. Price per person for group sessions is **\$30**.

6



HPE Fitness and Sports Classes

Beginning in September

Enroll now in a fun fitness or sports class being offered on a non-credit basis by the School of Health and Physical Education starting in September. Choose from three community service classes:

- *Racquetball*, Saturdays, 8-9:50 a.m., September 18-October 16, **\$30.**
 - *Tennis*, Saturday, 10-11:50 a.m., September 18-October 16, **\$30.**
 - *Rhythmic Aerobic Exercise*, Tuesdays and Thursdays, 6:30-7:20 a.m., September 28-November 30, **\$50.**
- Students provide their personal activity equipment, clothing, towel and lock. Call HPE, 229-4401, for reservations and further information.

7



A bonus any day

"A" is for Alumni.
"B" is for Benefits.
"C" is for Card... the exclusive Alumni Benefits Card that gives PSU alumni some very special privileges—throughout the year.

You can enjoy full library privileges and use the PSU health and physical education facilities, including Olympic-sized swimming pool. You can save money with discounts at athletic events, concerts and theater events. You are a member of our special travel program. You can participate in the Flying Club's events. You can even have a special parking permit (something you may not have had as a student).

Many of the ABC Card privileges and discounts also are available to your family. Although some activities have an additional cost, like the HPE facilities, the basic price for your ABC Card is only **\$7.50**.

PSU Alumni INFORMATION COUPON

For detailed brochures and reservations, complete the attached coupon and mail to: PSU Alumni, P.O. Box 752, Portland, OR 97207, or call (503) 229-4948.

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☐ 2 Fishing Class & Drift Trip ☐ 5 Vocational, Career Planning
☐ 3 Grand Canyon/Colorado River ☐ 6 HPE Fitness and Sports

☐ 7 ABC Card

Combating delinquent behavior

Helping kids get back into the game

by Cliff Johnson

Kids refer to it as "cruising in neutral." For parents and educators, it is an enigma. At the very time of life that seems to hold so much promise for young people, far too many drop out. They stop participating in life, put down those who do take joy in living, and become delinquents.

Reversing this problem has been Don Hellison's professional mission for the 13 years he's been associated with PSU as a professor of physical education in the School of Health and Physical Education.

The 24-karat phraseology describing what Hellison does is, developing programs and methodologies to intervene with high-risk youth, ages 12 through 18. His work has attracted the attention of Oregon's Governor Vic Atiyeh, through the governor's Council for Health, Fitness and Sports, which recently encouraged Hellison to launch a project that could employ sports as a weapon to fight delinquency.

But Hellison's project is a far cry from the notion, which remains prevalent in many quarters to this day, that getting troubled youth involved in sports activities *per se* can put an end to their delinquency.

"Most of the research suggests that most kids who are into delinquency, or pre-delinquent kinds of acts, aren't really attracted to organized activities involving sports," Hellison says. And those who do "go in and burn off a lot of steam," still may go out afterwards and create mischief. "They're just better at running away after they steal something," Hellison joked ruefully.

What is key in his approach is the use of sports activities (and the promotion of sportsmanlike conduct) as the *intervention medium* for combating undesirable behavior, rather than regarding such activities as the *desired end result*. Hellison employs sports activities to help establish some rudiments of socially acceptable behavior in delinquents which the rest of us take for granted. Typical strategies include cooperative games, making decisions as a group, having one student teach another, and recording individual and group progress in journals.

Other professionals involved in teaching physical education sometimes have a problem with

Hellison's approach, he admits. Typically, they build a PE program and demand that young people adjust to its rigors, whereas Hellison devises PE programs tailored to fit the special needs of delinquents and their problems.

Hellison's current approach results from 11 years of trying new ideas with young delinquents. "There weren't very many models in the beginning, so I couldn't copy anybody," he recalls. Perfecting his strategies usually meant Hellison was forced to work with kids when and where he found them in need, either during existing PE periods, or else in classes he created with the permission of the schools involved, whether they were inner-city, alternative, state-run, or else youth manpower centers.

To combat the delinquent behavior of kids who stay uninvolved, or who put down those who are, use excuses, con others, display abusive behavior, and who feel no power to change their lives, Hellison employs direct reactions to each of these undesirable traits. Those who feel powerlessness are told about ways in which some control of their lives can be put back in their hands.

Young people who are not involved, who are "cruising in neutral," are shown ways to become involved, so they can begin feeling some control, perhaps for the first time in years.

But the main leverage which Hellison finds changes behavior for the better is so simple that it often is overlooked. He has never known a kid who didn't want to do better, once all the bravado and bad acting was stripped away. This is the behavioral trait which Hellison and his counselors exploit.

The young delinquents, during sports activities, are repeatedly told, "It's your job, not mine. I'm not going to lean on you. You've got to lean on yourself." These concepts are the opposite of letting them lean on the system, and then trying to get out of doing what the system wants.

Support by the Governor's Council has made it possible for Hellison to train several health and PE professionals, so they in turn can go into the field and conduct workshops and consultations with school teachers and districts across Oregon. Even when federal funding for the training process dried up, most of Hellison's people remained committed to his concepts and have

continued their outreach efforts under his guidance.

Conducting workshops for teachers and youth workers during recent regional and national conventions of the American Alliance of Health, Physical Education, Recreation and Dance also has brought wider professional exposure for Hellison's concepts.

Do Hellison's teachings really help the discipline problems teachers and school districts which invite him and his colleagues back for further consultations think so. For example, the Calgary school system in Alberta, Canada, has almost totally incorporated his teachings into its physical education programs.

And what about the kids themselves? Being exposed to Hellison's teachings gives many of them a bright spot in their lives, but even Hellison will admit that they're still struggling along. Modesty overcomes hope when he muses that some kids have gotten better, "but maybe not due to me. Who knows? There are so many other influences on a kid's life, and you have such a little piece of it."



Don Hellison, Health Education, works with kids in tailor-made programs.

Feature

The Battle for Klamath Lake

Researchers hope to induce anemia in algae

by Cliff Johnson

Many of our nation's major lakes periodically become clogged with cyanobacteria which we commonly call "blue-green algae." Not only are these algae unsightly, but they often threaten the usefulness of such lakes for man.

Three faculty members associated with PSU's doctoral program in Environmental Sciences and Resources are conducting research which may help them discover an environmentally safe way to give these algae a severe, man-made case of "iron deficiency anemia," in effect killing these lake pests naturally by denying them a basic nutrient they need to survive.

One of the collaborators is Dr. Joann Sanders-Loehr, a biochemist whose research specialty is studying reactions which occur inside living cells. Her ongoing research on how microorganisms utilize iron and her related inquiry into iron deficiency in humans (one of western civilization's most prevalent nutritional diseases, and a severe problem for microorganisms, too) forms an ideal community of interest with Dr. Michael Perdue, an expert in aquatic chemistry, and Dr. Richard Petersen, an expert in aquatic biology.

For the past five years, Perdue has studied Klamath Lake and its surrounding ecosystem in Southern Oregon, and has accumulated large amounts of data on the chemistry and biology of the aquatic species there.

Although Vancouver Lake has similar algae problems and is situated much closer to Portland and PSU, Klamath Lake is "considerably larger and more important economically," Sanders-Loehr notes. "The people in Klamath Falls have been very concerned about this blue-green algae bloom for years. A great deal of money has already gone into trying to figure out what might be done about it."

The problem's urgency was underscored by James A. Allen, editor and publisher of the *Herald and News* newspaper in Klamath Falls, who wrote in April of this year, "A lot of people say that Upper Klamath Lake has been studied to death. It's true a lot of studies have been made of the lake's pollution problems, but until a solution is found, there have not been enough studies."

The local sense of urgency has not been lost on PSU's research trio. Aided by PSU graduate students Jim Sweet and Suzanne Clarke, samples of the algae bloom and lake water are being collected this summer and transported back to the laboratories at PSU for study.



Dr. Richard Petersen, Environmental Sciences, taking water samples with PSU grad student.

Collecting samples and applying the testing procedures are relatively easy tasks for the investigators. However, isolating the algae and then understanding exactly how the organisms absorb iron is proving to be a much tougher research task.

The necessary first step needed in the laboratory is to isolate the organism, "because lakes, being natural environments, always have more than one kind of organism present," notes Sanders-Loehr. Once they have obtained a pure culture, researchers will begin studying its actual iron metabolism, using research methods already perfected to study a number of other related organisms.

"If we can get the organisms to grow in the laboratory, which is the hard part," says Sanders-Loehr, "then we can add iron with a radioactive tracer in it, and see whether these organisms are taking it up or not."

The hypothesis is that under certain conditions the algae will have trouble getting enough iron nutrients. If environmental conditions are changed, it could effect the rate at which the blue-green algae absorb iron. That knowledge may lead to discovery of a method to sharply limit or even deprive the algae of iron altogether, effectively killing them without having to employ harsh, dangerous chemicals to accomplish the same task.

The researchers must try to answer why the blue-green algae bloom occurs in Klamath Lake only at specific times of the year, typically

in early summer. Or, if the main rivers which feed Klamath Lake are found to bring more iron into the lake in early summer, one might want to consider how to change some of the rivers' flow patterns. "That sounds fairly drastic," admits Sanders-Loehr, "but compared to throwing chemicals into the lake, it might actually not be so drastic," she says, especially when considering the fragility of a lake's ecosystem.

The "flip side" of the potential impact of PSU's latest science research might occur if scientists discover how to increase iron absorption in blue-green algae, and thus aid the bacteria's growth. Blue-green algae are considered to be a potentially valuable source of cell protein or nitrogen. However, Sanders-Loehr believes that the tendency of these algae organisms to produce toxins means that they will probably be more useful as fertilizers, rather than as animal or human food supplements.

An additional research question which Dr. Sanders-Loehr would like to answer concerns how invading microorganisms (bacteria) compete with human beings for iron in the blood. Iron makes the blood run red in our veins, and carries the oxygen we need to survive, but how much iron is necessary to protect us? How much is too much?

Sanders-Loehr believes that we often use dietary iron supplements indiscriminately in our attempts to achieve nutritional balance. But since she and many other scientists suspect that an excess of iron in



Dr. Joann Sanders-Loehr

individuals may actually increase their likelihood of contracting infectious diseases, perhaps tolerating a little anemia may prove desirable if it can give us increased resistance to bacterial infections.

Will the forthcoming PSU research findings be useful in promoting human health and the well-being of fragile lake ecosystems as well? The answers appear to lie within the unappetizing-looking blue-green algae scum which laps at the shoreline of a large southern Oregon lake, disturbed only by the winds, currents, an occasional speedboat, and increasingly, the dedicated prying of interested PSU scientists.

Alumni Notes

Compiled by Alan Yoder Vanport

Correne Barrus is a second-grade teacher at Pleasant Valley School in Battle Ground, Wash., and was named Battle Ground School District's Teacher of the Year this spring. Barrus has been teaching for 23 years, the last 15 with the Battle Ground district.

Ron Cease is director of the Master of Public Administration Program at Portland State. Cease earned his BA degree from Reed College in 1953, his MA from Syracuse University in 1954 and a Ph.D. from Claremont Graduate School in 1956. He joined the PSU faculty in 1966 as an associate professor of Political Science. Prior to his employment at the University, he had served four years as director of the Local Affairs Agency for the Office of the Governor, State of Alaska.

Don Holm retired last year as the wildlife writer for *The Oregonian* newspaper, a position he had held for 15 years. Holm has since moved from Portland to Discovery Bay on Puget Sound in Washington, and plans to write several books, including one entitled *Wildlife Beat*, a collection of his best columns.

50's

David Hedges ('59 BS) is a writer and broadcast producer for Cap Hedges and Assoc., Inc., a Portland advertising agency, and was recently elected President of the Oregon State Poetry Association. Hedges has won state, regional and national awards in magazine writing and editing and print advertising, including a national Telly Award received in April for a television commercial he wrote. He has also written and co-produced *POOF The Magic Mountain*, a tongue-in-cheek book depicting the events leading to the May, 1980 eruption of Mount St. Helens.

Lawrence Leighton Smith ('57 BS) is the conductor of the San Antonio Symphony Orchestra in San Antonio, Tex. He was director of the Oregon Symphony from 1964 to 1980.

60's

Larry G. Adamson ('67 BS) is a mathematics teacher with the David Douglas School District in Portland.


Robert Allig ('66 BS, '71 MS) lives in Vancouver, Wash., and owns Allig Corporation, a real estate development company specializing in restoration of old buildings.

Dennis Armstrong ('67 BS, '76 MSW) is a marketing assistant for Williams H. Gregory & Co., a Beaverton, Ore., firm. He was formerly director of Harry's Mother, a non-profit youth agency in Portland.

Clifford J. Campbell Jr. ('67 BS) is president of Money Concepts International of the Inland Pacific, Inc., a firm dealing in financial services marketing and investment grade diamonds. He received an MS degree from the University of Oregon in 1970 and currently lives in Portland.


Ronald Caplan ('68 BS) is manager of the accounting department of a CPA-law firm in Tempe, Ariz.

Robert C. Crisera ('60 BS) is an industrial psychologist in private practice in San Francisco, Calif.



What are you doing these days?

Perspective's Alumni Notes is one of the most popular sections of this paper. Call or write and let your fellow alums know what you're up to these days.



psu alumni

p.o. box 751 portland, oregon 97207 (503) 229-4948

Rev. Thomas John Davidson ('67 BA) was ordained to the priesthood of the Episcopal Church in May. Davidson taught at several Oregon high schools from 1967 to 1979, including Neahkahine and Central Catholic. He received his Master of Arts degree in theology at Duquesne University in Pittsburgh, Pa.

Ken Foote ('69 BA) operates the Portland State Flying Club and conducts private flying lessons out of Portland-Hillsboro Airport.

Pamela Erickson Gervais ('66 BA) is deputy administrator of the Oregon Bureau of Labor and Industries' Wage and Hour Division. She was recently elected regional representative to the national Council of the American Society for Public Administration, a non-profit organization dedicated to improving management in public service. Gervais earned a Master's degree in government from Georgetown University in Washington, D.C., and worked as a researcher, planner and deputy administrator with the Oregon Law Enforcement Council before assuming her current post.

Jim Harper ('67 BS) has been named manager of manufacturing start-up for Tektronix Inc.'s new facility in Redmond, Or. Harper, currently the company's selection and placement manager in charge of recruiting and placing Tektronix employees, will move to the Redmond area this summer. He has been employed with the company for nearly 20 years. Harper and his wife, **Jaquelyn** ('80 BS), have one child.

Douglas M. Hood ('60 BS) is a principal in Consulting Value Specialists, Inc., a Portland company specializing in value engineering training and consulting.

David Hyung Bok Kim ('65 MSW) received an honorary degree of Doctor of Divinity in June from the Northwest Christian College, Eugene, for his work with Holt International Children's Services.

Alan Kotz ('66 BA) owns Alan Kotz Insurance, located in Southwest Portland.

Larry Large ('64 BS) is the vice president for college relations at Reed College in Portland. He formerly worked at Willamette University in Salem. Large is a member of the board of

directors of CASE (Council for the Advancement and Support of Education), District 8.

Joel Lewton ('69 BS) is the pastor of the United Presbyterian Church in Grange, Wash., and received a Master of Sacred Theology degree from the University of Duquesne Theological Seminary, Duquesne, Pa., this May.

Beverly Mackenzie ('66 MSW) has been reappointed as the clinical social worker representative on the State Board of Clinical Social Workers. She has served on the board since July, 1979, and her new term will extend through June, 1986. Mackenzie is a clinical social worker in private practice.

Ken Miller ('68 BS) and **Vicki Miller** ('81 BS) are the owners of the Corbett Gallery in S.W. Portland, a custom framing shop which also sells posters and limited edition prints.

Michael Paul Nyssen ('60 BS) is president of Kenton Industries and lives in Garden Grove, Cal.

Rex Ryan ('60 BS) is a staff accountant with the Portland CPA firm of Lang, Glasgow, McGrath & Co.

Peter W. Taylor ('69 BS) is the driver trainer supervisor for Tri-Met, the Portland metropolitan mass transit organization.

W.R. (Bill) Ulrich ('62 BS) is a senior vice president at U.S. National Bank and is manager of electronics and data processing. He is married to **Lila Ulrich** ('76 BA).

Scott Upham ('69 BS) was appointed Washington County district attorney this spring. Upham, who attended the University of Oregon Law School after graduating from PSU, has been a deputy district attorney for the county since 1973. He and his wife Mary Ann have three children and live in Garden Home.

Edward G. Westerdahl ('62 BS) has been named vice president for marketing for Instrumedix, Inc., Beaverton, a cardiac diagnostic equipment manufacturing firm. Westerdahl is one of the founding partners of the Pihas, Schmidt, Westerdahl Co., a Portland advertising and public relations firm. He also served as executive director of the

Port of Portland from 1970 to 1974, and was president of Metra Steel until April, 1981.

Ken Williams ('67 BS) was recently appointed director of the Mid-Columbia Mental Health Center's clinic in Prosser, Wash. Williams earned a Master's Degree in psychology at the University of Utah before joining the center. He had been manager of the center's adolescent inpatient unit for a year and a half before accepting the Prosser position.

Chuck Wilson ('67 BS) is division accountant for the Molalla Division of Publishers Paper Co.

70's

Richard S. Barasch ('75 MSW) is a seventh-grade teacher with the Portland Public School system.

Peter Barbur ('74 BA) works out of Providence Hospital in Portland for the Mental Health Division as case manager for the Psychiatric Security Review Board for Multnomah County.

Gregory A. Barnhart ('77 BS) is a 1st Lieutenant in the U.S. Marine Corps. He joined the Corps in April, 1978 and is currently assigned to the 2nd Battalion, 4th Marines, in Camp Lejeune, N.C.

Susan Beacock ('72 BS) performs with the Oregon Symphony Pops and is a soloist with the George Reinmiller Big Band. She is the owner of Beacock's Vancouver Music Co. and has two college-age children.

Patty Becker ('79 BS) is director of public relations for the Portland office of the Salvation Army. She previously was employed at KXL Radio, where she produced that station's "Midday Monitor" program.

Ron Bennett ('72 BS) is the White House Photographer for United Press International (UPI). He won a second place award in the 1982 White House News Photographers' Best competition with a picture of Henry Kissinger.

Mario Bolivar ('75 BA, '77 MSW) has been named winner of the Foster Parents Association's 1982 Metro Foster Parent of the Year Award. In addition to raising three of her own children, Bolivar has been foster mother to about 20 children, most with severe medical or emotional problems.

Rev. Alena E. Boozer ('74 MS) is a vice-principal at Grant High School in Portland. She is an ordained deacon and the only minister-in-charge at St. Philip the Deacon Episcopal Church. She is married to James Boozer, and the couple has two sons.

Mary C. Bosworth ('75 BS) is a chiropractic physician practicing in S.E. Portland.

Bettina C. Christensen ('71 BS) is a junior accountant with the Portland CPA firm of Babicky and Zielski.

David J. Fallon ('79 BS) has worked with the Beaverton accounting firm of Cahall and Roberts since 1978.

Sharon Flitz ('70 BS) is an elementary school physical education teacher and lives in Portland.

Patricia Freeman ('75 BS) is a records technician with NERCO, a Portland based coal and uranium marketing firm.

David A. Gardellius ('79 BS, '80 MS) does computer programming and statistical analysis for the Planning and Medical Economics Unit of Kaiser Hospital in Portland. He lives in Estacada.

Beverly Gladder ('74 MST) has been named principal of Aloha High School in Beaverton, Ore. Gladder has been with the Beaverton School District since 1969, beginning as a business teacher at Sunset High School. She was school-community relations coordinator at Aloha High from 1976 to 1979, and served as

Continued on page 6

Alumni Notes

70's

Continued from page 5

curriculum vice principal prior to her current assignment.

Tim Hacker ('79 BA) is working with the Peace Corps in Thailand.

Michael Hagedorn ('73 BA) is the owner of Willamette Record House, a Portland store specializing in classical music.

James S. Hart, Jr. ('79 MA) is serving a three-year fellowship at Sydney Sussex College at Cambridge University in England. He has been conducting primary research for his Ph.D. dissertation on the development of the House of Lords during the English Civil War, 1640-1649. Hart's father, James Hart, Sr., has been a member of the PSU English faculty for 28 years.

Anne M. Hay ('75 MS) is a learning specialist with the Beaverton School District, Beaverton, Ore.

Timothy L. Hibbitts ('75 MA) is a poet and part-time word processor for a Portland law firm.

Greg Kubin ('78 BS) is a co-owner of New Day Computing, a computer systems dealership specializing in business systems. The firm was formed in 1980. Prior to that, he worked with Lang, Glasgow, McGrath and Co.

Dennis K. Kucera ('74 BA) is a trucking accountant for the Highway Trucking Division of Publishers Paper Co. in Mollala, Ore.

Martha Lemke ('78 MPA) has been appointed to a three-year term on the state Board of Examiners of Nursing Home Administrators. Lemke is currently executive director of Hospices of Greater Portland, and has previously worked as development specialist for the state Office of Elderly Affairs as a self-employed consultant for nursing homes, and as a social worker for Providence Hospital in Portland.

Richard Paul Lenhardt ('72 BS) is vice president in charge of claims processing for Oregon Dental Service, a position he has held since April, 1979. He lives with his wife and one-year-old son in Lake Oswego.

Alan McCullough ('73 BS) is employed by the Oregon Bureau of Labor and Industries, Civil Rights Division, in Eugene. He recently published a collection of his poetry in a book entitled *Moon*, which was illustrated by his wife, Christine. McCullough is also a flutist with "Aurora," a Eugene trio specializing in lyrical jazz.

Glenn Miller ('71 BS) is owner of Q Computer Systems, a firm engaged in developing data processing software for businesses in the Portland area, which he started in 1978. He was the manager of the Data Processing Department of Northwest Marine Iron Works in Portland before forming his own company. Glenn was recently married and has a 13-year-old stepdaughter.

Timothy E. Moore ('70 BA) is a savings officer with Equitable Savings and Loan. He lives in Tigard, Ore.

Ray Nowland ('70 BS) was recently promoted to Sales Manager of the Resins, Chemicals and Sands Division of Western Industrial Supply Company, Inc., a Portland based firm which manufactures material for heavy metal related industries. Nowland was previously the products specialist in the Abrasives and Cutting Division.

Charlotte E. Ott ('70 BS) is a bookkeeper for Eugene Perrin, a Portland M.D.

Christopher Parker ('72 BA) is a pianist and composer and has lived in Tolovana Park, Ore., since 1973. Parker attended Goddard College in Vermont after graduating from PSU. He teaches and plays jazz and classical music and has been a music instructor at Clatsop Community College.

Freddy Pelett ('73 BS) is the executive director of the Urban League of Portland.

Jerald M. Powell ('70 BA) is the owner of Cycle Craft Bicycles Co. in Portland. He is a bicycle racer and an avid downhill skier.

Linda Rasmussen ('77 BA) is a staff accountant with the Portland CPA firm of Arthur Anderson & Co.

Larry P. Reilly ('71 BS) does administrative work for the Department of Justice. Reilly was formerly a corrections officer.

Michael Richard ('73 BS) is a service representative for Cascade Corporation, a Portland based manufacturer of material handling equipment, including hydraulic attachments for forklifts and hydraulic cylinders. Michael and his wife Paula have two sons, ages four and two.

Steve Roussos ('74 BS) is the local sales manager for Savin Corporation, an office products firm. He lives in Northwest Portland.

Don Sasaki ('76 BS, '80 MBA) is a management analyst with International Paper and lives in Portland.

Karyl Severson ('71 BA, '74 MA) is a secretary in the Physics Department at PSU and a professional musician and singer.

Michael P. Shaw ('79 BA) is owner of Underwater Adventures, a Portland scuba diving school.

Randy Sommer ('78 BS) works for the Department of Human Resources for state corrections, with the department's early release program.

Scott Sonniksen ('73 BS) is an assistant professor of art at Reed College in Portland. He attended Yale University after graduating from PSU, and has taught at Reed since 1975.

Michael R. Streicher ('76 BS) lives in Portland and is an agent for New York Life Insurance Company. In 1981, Streicher set a record for the number of people insured in the firm's North Pacific Region.

Daniel D. Sullivan ('79 BS) is working on an archeological dig at Fort Vancouver, Wash. He lives in Portland and also works as a professional photographer.

Dean A. Tate ('72 BS) is a language arts teacher with the Kankakee School District in Illinois.

Jeffrey M. Verhulst ('75 BS) works with Mobil Oil in Los Angeles as an analyst. He lives in Diamond Bar, Calif.

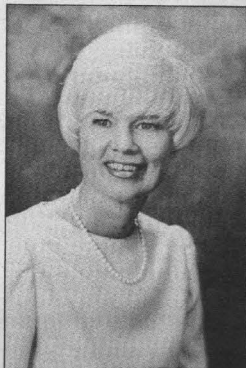
Kelly C. Wellington ('76 BA) sells advertising for the *Seaside Times*, a community newspaper serving S.E. Portland.

Linda Willis ('71 BS) has been an assistant professor at Eastern Oregon State College in La Grande for seven years. She is the college's head women's basketball coach.

Willis will be on sabbatical leave next year to do doctoral work at Brigham Young University in Physiology of Exercise and Nutrition.

Jenny L. Workman ('78 BS, '81 MS) is an elementary school teacher with the Pendleton School District in Oregon.

PSU graduate named president of Meier & Frank



Judith Hofer

As a student at Hillsboro High School, Judith K. Hofer ('61) decided to seek employment in retailing, partly, she says, to avoid the annual return to the berry fields in search of summer money. Recently, when Hofer returned to "Hilhi," it was to speak at a career seminar as the new president and chief executive officer of Meier & Frank, the retail chain for which she inserted the berry fields back in 1956.

She worked there as a stock girl and sales clerk while attending Portland State, earning her business degree and a teaching certificate at PSU in 1961.

Following a brief brush with teaching, Hofer went back to work at Meier & Frank as an executive trainee. At the age of 21, she became the youngest buyer in the store's history.

She served in a variety of merchandising positions for four years at Meier & Frank before joining Clark's Jr., a women's sportswear chain, as a vice president and general merchandise manager. She returned to Meier & Frank in 1972 as a divisional merchandise manager. Then, in 1976, she left the store again to become a vice president and manager for Emporium-Capwell, a retailing chain based in California.

She re-joined the May Department Stores Company (Meier & Frank's parent company) in 1978, and was named executive vice president and general merchandise manager for Famous-Barr Company, St. Louis.

Hofer returned to Meier & Frank in Portland as president last fall. The Meier & Frank division has seven stores in Oregon and Washington. An eighth branch is scheduled to open in Medford next year.

80's

Patrick Barrett ('81 BS) is an engineer with the Bonneville Power Administration.

Key Betton ('81 BS) has been hired as a physical education teacher at Seaside High School.

Carol A. Christensen ('81 BS) is an auditor with the Oregon Department of Revenue.

Jacqueline M. Cooke ('81 BS) is a seventh and eighth grade teacher at St. Agatha's Elementary School in Portland.

Katherine Drumbor ('81 BS) is an accountant with Pacific Power & Light Company.

Susan E. Johnson ('81 BS) is a fifth grade teacher with the Moreno Valley Unified School District in Sunnymead, Calif.

Timothy J. King ('81 BS) is a biology teacher at Glencoe High School in Hillsboro, Ore.

Martin Leo ('81 BS) is a computer programmer for Blue Cross and lives in S.E. Portland. He is the son of Sid Leo, a Vanport alumnus.

Wima L. McDowell ('81 BS) is an insurance agent with Standard Insurance Co.

Jeri Lee Merkle ('80 BS) is the executive director of Raphael House, an emergency shelter for women and children victims of domestic violence in the Portland area. She was recently elected to the Board of Directors of the Oregon Coalition Against Domestic and Sexual Violence.

Steven L. Myers ('81 BS) is attending law school at the University of San Diego in California.

Retraud E. Prewitt ('80 BS) is an elementary school teacher currently on leave and working on a master's degree in German.

Judith B. Ros ('80 BA) is a nurse at the Portland Clinic in Southwest Portland.

Janice W. Rutherford ('81 MA) is employed as an historic preservationist with the City of Spokane, Wash.

Karen A. Westmoreland ('81 BA) is a music specialist with the West Linn School District.

Steve Winner ('81 BS) is a management trainee with Handyman Company in Portland.

Carl Wong ('81 BS) is a programmer with Tektronix, Inc., in Beaverton, Ore.

Ron Yost ('81 BS) is a sales representative with Cutter Biochemical of Portland.

William Zucker ('82 MBA) is a loan officer with Oregon Bank and lives in Gresham.

Smiths mix ranching and community service

by McLaren Stinchfield

It's 150 miles due east from the pavement of Portland to the rolling hills of rural Gilliam County, in Eastern Oregon, and it seems even farther from a Portland State psychology classroom to the seat of a tractor, but the Smith family of Mayville is solid evidence of a successful blending of the two.

The Smiths — Roger and Linda (70), and Loyd (72) — operate a family corporation which is responsible for the management of some 10,000 acres and 300 head of cattle.

"I've wanted to be a farmer all my life," Roger says. But, he adds, "there's more to farming than sitting on a tractor," echoing the words of his late father, Jack Smith.

The elder Smith told his four children that a college education is important. "It's important to be articulate and to be able to communicate," he said.

When Jack Smith died in an auto accident in 1970, Roger and his wife Linda had to cram more than three years of studies at PSU into two, so they could help manage the ranch. They both completed their degrees in psychology, finishing their last term while helping Roger's mother, Margaret Ann, with the ranch at Mayville, thanks, Roger says, "to an understanding professor and flexible PSU administrators."

Roger's brother Loyd remained in Portland, completing his Social Science degree at PSU two years later.

A close-knit family, the Smiths all take part in operating the ranch. Roger and Linda live in the original homestead ranch house with their three children, while Loyd, his wife Suzanne and their son live near Condon. A third brother, Gordon, lives in Condon while their mother, Margaret Ann, lives in Fossil.

The Smiths' roots are three generations deep in Gilliam County and the family members are as concerned with serving the community as they are with getting maximum production on their land. Linda Smith has served as director of the Gilliam and Wheeler County Juvenile departments and on the State Board of Police Standards and Training. Last year, Governor Vic



ONE RANCHING FAMILY — with many diversified interests. The Smith family leaning against their mammoth tractor (from right): Suzanne holding Jack, Loyd, Linda, and Roger Smith. Comfortably seated in wheel are Jody, Brandon and Mandy Smith.

Atiyeh appointed her to the Juvenile Service Committee. She also has operated a daycare center in Condon.

Roger has volunteered with a rural fire protection district and is a director of the Gilliam County Health District. He also serves on the Regional Selective Service Board. Roger is the PSU alumni representative for North-Central Oregon.

For many years, the family also has supported the work of the Oregon Farm Bureau Federation, the Wheat Growers League, and the Cattlemen's Association. Both Roger and Loyd have served on numerous committees and in leadership positions in these organizations.

As leaders in their community and in the farm industry, it is no surprise that the Smiths have installed a computer to help them in ranch operations. While they are still learning what the equipment can do for them, they are optimistic about its possibilities.

Between growing seasons, and when the maintenance and equipment repairs is caught up, Loyd and Gordon are trying to finish a home-built aerobatic airplane. The family also owns and operates a light plane (a Beechcraft Bonanza) for farm and family business.

The Smiths can claim what many can't — they like what they are doing, they like where they are living, they like being good at what they are doing, and they like being committed to a cause that will influence people at home and worldwide — ranching.

Mac Stinchfield is the owner/editor of *The Times Journal*, Condon, Oregon.

Sci Fi writer sets tale at PSU

by Clarence Hein

Readers of the *Asimov Science Fiction Magazine* this fall will see a highly original and fictionalized account of people who were part of the famous Portland State University College Bowl Team which swept to five straight record-breaking victories on the nationally televised quiz program in 1965. The story, "The Triangle," is a product of the fertile mind and talent of George Guthridge (70).

Guthridge already has seen national publication of 41 of 50 short stories he has completed in the past five years, a record almost as astounding as some of his tales.

Guthridge taught composition and edited a national wildlife magazine after completing his degree at PSU, and met with success in those fields, too. Many of his composition students at Loras College (Dubuque, Iowa) were published in national magazines while attending his classes.

He credits PSU English faculty members Michael Hollister and Tom Burnam with having major impacts on his career. He also credits Hollister's classes with something else. He met his wife, Mary Elizabeth Guthridge (70) in one.

Among his already published science fiction stories is one titled, "The Quiet," which was named runner-up in the annual "Nebula Award" competition. That story, which appeared in the July, 1981, *Fantasy and Science Fiction*, also is a finalist for the prestigious Hugo Award for science fiction.

In "Triangle," Guthridge says he used the College Bowl Team as a vehicle to construct a story about what happened to members of the 1960's "intellectual counter-culture."

"The people are all fictionalized," he says, "with the exception of Michael Smith (for whom Smith Memorial Center is named)."

As with all his stories, he says, "Triangle" took a long time to research and not much time in the actual writing. Guthridge says his anthropology minor may help account for his insistence on extensive research prior to writing. "I want all my stories to be anthropologically correct," he says.

Besides the short stories, Guthridge has a novel about to be published by Tower Books, *Bloodletter*. "It's an avant-garde western," he says, adding, "It's a strange book."



George Guthridge

First dual Millar Award honors Karant-Nunn, Nussbaum

Two PSU faculty members, Susan Karant-Nunn and Rudi Nussbaum, have been named recipients of the Branford Price Millar Award for Faculty Excellence. The award is presented each year at the University's spring commencement.

This is the first time in the history of the award that two faculty have been named. The award, named for the University's president from 1959 through 1968, was established by the PSU Foundation to recognize faculty members who demonstrate excellence in instruction, scholarship, university service, and public service. The Millar Award includes a grant of \$1,000.

Susan Karant-Nunn, Associate Professor of History, has been at Portland State since 1970. She was nominated for the Millar Award by History Department faculty who described her as "an accomplished lecturer, seminar leader, thesis adviser, and individual tutor." She has taught a wide range of courses within her discipline at PSU and has introduced eleven new courses at the University.

Karant-Nunn is an internationally acclaimed scholar in the area of the reformation in Germany. She has published in both the United States and Germany and has gained access to valuable historic records in East Germany where much of her research is done. She has been invited to present a paper at a conference in Germany on the occasion of the 500th anniversary of the birth of Martin Luther, a signal honor for an American faculty member.

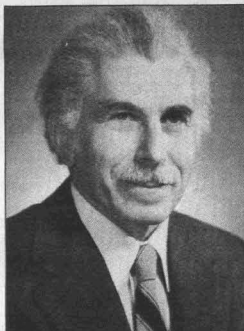
The second faculty member honored with the Millar Award this year, Rudi Nussbaum, is Professor of Physics. He came to Portland State in 1958 after serving in a variety of research and teaching positions in Europe and the United States.

In the area of teaching, Nussbaum, according to the nomination, "has long championed the cause of making science accessible and rewarding to a wide range of students." He has been instrumental in developing instructional materials and courses for non-science majors, and was a leader in obtaining funds and designing an instructional level nuclear laboratory for PSU.

Nussbaum's research interests concern the study of the microscopic properties of metals using a technique called Mossbauer spectroscopy. His was one of the first scientific research projects at



Susan Karant-Nunn



Rudi Nussbaum

PSU to win outside grant support and, to date, it has resulted in more than \$260,000 in grant funds for Portland State. His reputation as a researcher has elicited invitations to speak at universities around the world. He has been invited to cooperate in research at three highly respected European universities during his forthcoming sabbatical leave, beginning in January, 1983. He has published nearly four dozen research articles in his research area.

Recipients of the Millar Award are chosen by a committee of PSU faculty. Award winners are invited to present an address at the University's annual Academic Recognition ceremonies.

Black Studies cites three for excellence

The faculty of the Black Studies Department at Portland State University has selected three Portlanders to receive the 1982 Award of Excellence for their contributions to education and the community.

Named to this year's honor were Ronnie Herndon, Bernie Foster, and Jeradine Abrams.

Herndon was cited for his "extraordinary contributions made in secondary education and community leadership," according to Dr. William A. Little, department head. Herndon represents the Black United Front organization.

Foster was given the award "for his substantial contribution in developing a local newspaper which articulates the issues and concerns relating to the minority community," noted Little. Foster is publisher of Portland's *The Skanner* newspaper.

Abrams, a PSU Black Studies Certificate alumna, was presented the award for her "substantial contribution in community services, particularly in education," Little said. Ms. Abrams is also active in Black United Front.



One of the nation's top scholars, Charles H. McDonnell III ('82), receives a national Phi Kappa Phi Fellowship Award, which will pay up to \$4,500 of his first year of graduate study, from Ilona Herlinger, national vice president of the Phi Kappa Phi national honor society. McDonnell, who received his BS from PSU with High Honors this June, will use the fellowship for his first year of medical school. More than 220 honors graduates are nominated for the PKP Fellowships from around the nation. McDonnell was the first person nominated by the PSU chapter which was installed in 1980 in conjunction with the University's 25th anniversary.

Distinguished Service Awards go to three community leaders

PSU will honor three area residents with Distinguished Service Awards for outstanding contributions to the well-being of the community at the University's annual Spring Commencement, June 13, in Memorial Coliseum.

Herbert M. Schwab, retired Judge of the Oregon Court of Appeals; Earl Wantland, President and Chief Executive Officer of Tektronix; and Vernon V. Chatman, Director of Education for the Portland Urban League, will be presented the awards by PSU President Joseph Blumel.

The University presents the awards each year to persons who have made "outstanding contributions to society, particularly to the state of Oregon, beyond those which are implied by the individual's professional career," and who have "demonstrable interest in and commitment to the values which higher education represents."

Judge Schwab, who was born and raised in Portland, engaged in a distinguished legal career, culminating in his service on the Oregon Court of Appeals from 1969 to his retirement in 1981 as Chief Judge.

Schwab was a member of the Portland School Board from 1950 to 1959, serving three times as Chairman. His community

involvement includes service on the State Civil Service Commission, the State Constitutional Revision Commission, the Salem YMCA Board, and the Pacific Northwest Power Planning Council.

Earl Wantland has been President of Tektronix, Inc., since 1971. He has been with the company since the mid-1950's and has been an instrumental part in that company's growth.

Wantland has been active in the United Way, serving as regional president in 1976 and as Campaign director this year. He is also a member of the PSU Foundation Board and the Boards of U.S. Bancorp, Portland General Electric and Floating Point Systems.

The third Distinguished Service Award recipient this year, Vernon V. Chatman, was one of the organizers of the Portland Urban League in 1945. Originally from Shreveport, La., Chatman moved to Portland in 1943. In 1968, Chatman was named Director of Education for the Urban League.

Chatman has served on numerous educational and civic committees. He has obtained more than \$1 million in scholarships and loans for disadvantaged students and has developed and initiated many programs to assist minority and disadvantaged students.

Business School acquires microcomputers

Formal dedication ceremonies were held in May for PSU's new Earle A. Chiles Microcomputer Center.

Even before the dedication, however, an estimated 180 Portland State business students in upper division classes were using the eleven new computers an average of 45 hours per week, testimony to the intense demand for the equipment.

The computerized classroom is located in two converted faculty office spaces in East Hall, where the Business School is located. The equipment was obtained and installed with a \$50,000 grant from the Chiles Foundation.

The sophisticated IBM computers were purchased from one of four bidders, Computerland Stores of Oregon, a firm founded by PSU student, Terry Ashton.

According to Associate Professor William Manning, the computer room has changed the student-teacher ratio for the better. Old frustrations and long waits necessary to use computer facilities situated elsewhere on campus used to make students as reluctant to do their computer homework as faculty members were to assign it.

Now, students can learn the personal computer language, write their own programs, and solve their own problems much faster and easier than before.

The computers have immediate practical applications in the community, too. In Manning's "Management Information Systems" class, for instance, his students are asked to visit a local business, such as a service station or small grocery store, and then interview the owner. After becoming familiar with the owner's method of manually entering



Philanthropist Earle A. Chiles (left) operates microcomputer console for the first time during formal dedication ceremonies of new Earle A. Chiles Microcomputing Center in PSU's School of Business Administration. Assisting is Robert E. Good, professor of marketing.

financial records, the student offers to conduct a feasibility study aimed at converting the record-keeping to a computer-based system.

In this way, the business owner invests a small amount of time and effort to see whether the state-of-the-art record-keeping procedure instituted by the student can help improve business operation in the coming years.

Manning estimates that 80 percent of Portland-area businesses currently employ manual record-keeping systems and could benefit from such a student analysis.

"This is the wave of the future, in terms of business," says Manning. "There's no doubt in my mind."

Home education, home security, electronic mail and inter-office memos, links to cable TV programs, secretarial work, word processing, story writing and editing — all are features of the coming era of the personal computer, according to Manning.

Ed School helps children beat reading problems

Children who have difficulty learning to read are being helped in a program at PSU's School of Education.

The Reading Improvement Program, offered through the Teacher Education Department, includes evaluation and diagnosis of the child's reading difficulty, individual tutoring, and development of a parent-run home tutoring plan. The program, which runs eight to nine weeks, is open to families in the greater Portland area, regardless of the age of the child. There is a \$15 fee for testing and instructional materials.

During the run of the program, the parent and child meet weekly with a graduate student in teacher education. The parent agrees to tutor the child at home for a specified number of days using a program specifically designed to improve the reading skills of the individual child.

New Reading Improvement Program sessions begin each academic term with a limited number of openings for children. For information contact Colin Dunkeld, PSU School of Education, 229-4621.

PSU adopts new academic organization

Portland State President Joseph Blumel has announced plans for a major internal reorganization of the University's academic structure, to be effective in the fall of 1982.

Included in the reorganization plan which was developed by a University committee and approved earlier this year by the PSU Faculty Senate, is the combination of three existing colleges and establishment of a new school within the University.

The planned reorganization will create a more traditional academic structure for Portland State University by providing a clearer organizational separation of professional programs from those in the liberal arts and sciences.

President Blumel indicated that the reorganization involves no new programs or new options or courses, and does not require changes in the substance of PSU's academic programs or requirements.

The reorganization will, however, save an estimated \$100,000 annually from the University's tight budget. The budget savings, though, were not the main reasons for the changes.

The four major elements of the reorganization are:

- 1) Combination of the current College of Arts and Letters, College of Science, and College of Social Science, into a single College of Liberal Arts and Sciences under one dean.
- 2) Establishment of a separate School of Performing Arts which will include the current programs in music, theater arts and dance.
- 3) Redesignation of the current Division of Engineering and Applied Science as the School of Engineering and Applied Science under a dean.
- 4) Transfer of the Center for Population Research and Census and the Public Administration Program to the existing School of Urban Affairs, changing the name to the School of Urban and Public Affairs.

President Blumel indicated that he intends to make the following personnel appointments to be effective with the reorganization: John Trudeau, presently Dean of Arts and Letters, will become Dean of the School of Performing Arts; William Paulder, presently Dean of the College of Science, will become Dean of the College of Liberal Arts and Sciences; and Hacik Erzurumlu, presently Head of the Division of Engineering and Applied Science will become Dean of the School of Engineering and Applied Science.

Marketing faculty published in top professional journals

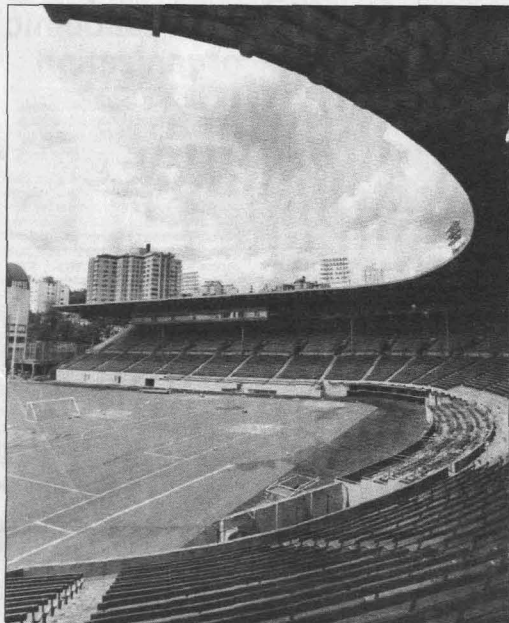
The 1981-82 school year has been a year of accomplishment for PSU's Department of Marketing, part of the University's School of Business Administration.

The two top academic journals in the field, the *Journal of Marketing* and the *Journal of Marketing Research*, have accepted four articles from PSU faculty to be published. Authors and their articles are: Al Resnick and Bob Harmon — "Consumer Complaining and Managerial Response: A Holistic Approach," Marsha Richins — "Negative Word-of-Mouth by Dissatisfied Consumers;" and Peter Bloch and Marsha Richins — "A Theoretical Model for the Study of Product Importance."

Harmon has also had a manuscript, "Situational Influences on Source Credibility and Persuasion: the Case of Buy vs. Lease," accepted for publication in the *Journal of Marketing Research*.

Acceptance of three of the manuscripts by the *Journal of Marketing* places PSU in a three-way tie with the University of Pennsylvania and the University of Chicago for most articles accepted during the year by the publication, based upon the university association of the lead author. Other universities with two articles accepted include Northwestern, Columbia, UCLA, Toronto and Harvard.

New look Viks in new look stadium



"You're Covered" with season tickets — Stay dry with the best seats every game at regular reserved seat prices and have first choice of the same seats for PSU vs. Oregon State in 1983. Call 229-4000.

Vikings football on KXL

A stronger radio station (KXL, 750 AM) will carry all 11 Portland State football games this fall, thanks to civic minded advertisers — G.I. Joe's, Safeway, Willamette Savings and Loan, and Western Airlines.

Their sponsorship is greatly appreciated and reciprocal support is encouraged by the University's athletic department.

A pre-game show will begin 15 minutes before kickoff, with Larry Sellers, PSU Sports Information Director, on the mike for the ninth season.

Huntly Collins (69 BS), education reporter for *The Oregonian* newspaper for the past four years, this June was one of 12 American journalists chosen by the Nieman Foundation to attend Harvard University this fall in the 45th class of Nieman Fellows. Collins, who was editor of the PSU *Vanguard* during the 1967-68 school year, has been with *The Oregonian* since 1974.

Football season leads off with auction

The Viking Football Club will sponsor its second annual Scholarship Dinner Auction on Thursday, Sept. 9 in the Smith Center Ballroom. Everything from vacation packages, television sets, golf lessons, pigs, radio advertising, to tennis equipment will be auctioned off.

Last year's successful event raised \$20,000 for football scholar-athletes to attend PSU, and this year's goal is to double that amount. No state tax money goes to support Portland State athletics.

Any items or services donated would be greatly appreciated and are, of course, fully tax deductible.

This year's off-season was the most productive in Portland State football history with the announcements that the Vikings will enter into league play in 1982 (for the first time since 1964); that PSU has added a PAC-10 opponent, Oregon State, for its home opener in 1983; that Portland State games will be broadcast on 50,000-watt KXL Radio this fall; and that Coach Don Read signed 45 new recruits for the coming season.

Portland State's entry into the Western Football Conference includes the 1982 kickoff game at "new" Civic Stadium on Saturday, Sept. 11, a counting league game against the University of Santa Clara.

The \$9-million face-lift will afford an extended roofline, covering all west side reserved ticket-holders, with new theater-type seats below the walkway. North end general admission seats are now fully covered, also. Concession stands and restrooms will be completely redone, with general remodeling upgrading the entire facility to add comfort and accessibility.

Joining PSU in the first year of the new conference are Santa Clara, Cal Poly-San Luis Obispo, Cal Poly-Pomona, and Cal State-Northridge, with expansion soon to follow. Sacramento State and Southern Utah have expressed interest in membership. University of San Diego, St. Mary's, Cal State-Fullerton, and Eastern Washington are other possibilities within the next three years. All-Star teams, league standings, and a post-season playoff for the conference champion are accrued benefits of the WFC.

In addition to its regular league opponents, PSU will continue to play four games per year against its natural rivals to the east from the Big Sky Conference: Idaho, Idaho State, Montana, and Weber State.

1982 Viking Football Schedule

Sept. 11 — UNIVERSITY OF SANTA CLARA, CIVIC STADIUM, 7:00

Sept. 18 — Idaho State University, Pocatello, 7:30

Sept. 25 — University of Idaho, Moscow, 7:30

Oct. 2 — CAL POLY-SAN LUIS OBISPO, CIVIC STADIUM, 7:00

Oct. 9 — Eastern Washington University, Spokane, 7:00

Oct. 16 — WEBER STATE COLLEGE, CIVIC STADIUM, 7:00

Oct. 23 — University of Puget Sound, Tacoma, 1:30

Oct. 30 — SIMON FRASER UNIVERSITY, CIVIC STADIUM, 7:30

Nov. 6 — UNIVERSITY OF MONTANA, CIVIC STADIUM, 7:00

Nov. 13 — Cal Poly-Pomona, Los Angeles, 7:00

Nov. 20 — Cal State-Northridge, Los Angeles, 7:30

***Western Football Conference**

All home games at "New" Portland Civic Stadium

PSU institute offers help to stepfamilies

The nature of many American families is changing. With nearly four of ten marriages today ending in divorce and some parents (with and without custody of children) remarrying, stepfamilies are becoming more common than in the past.

The Regional Research Institute for Human Services, within the PSU School of Social Work, has been working with members of stepfamilies for some time, examining the dynamics of stepfamilies and helping to identify potential problems and strengths. Out of this continuing study has come a series of classes for couples of newly-formed stepfamilies.

According to Carol Sadler of RRI, the stepfamily classes are designed to examine issues unique to stepfamilies, such as child custody and visitation arrangements and the difficulties created by children moving in and out. The classes also discuss myths surrounding stepfamilies and some of the emotional issues involved.

While they are being helped to discover ways of making their own families stronger, the stepfamily members help the Institute continue gathering information about the dynamics of stepfamilies.

Sadler points out that families follow a general path of development as they live together, passing through several stages as the members grow. Members of stepfamilies, however, may come from two families in different stages of development and this may lead to problems of communication and parenting.

The classes offer suggestions on communications and problem solving, according to Sadler.

The classes for stepfamily couples are free and new sessions begin monthly. According to RRI, the classes will be offered through the Community Schools program this year. For information about the stepfamily classes, RRI at 229-4040.

July

11
CHAMBER MUSIC NORTHWEST SERIES — "An Evening of Serenades," by Mozart & Hindemith. Series tickets (see also July 18 & 25): \$22 general, \$15.75 students, sr. adults. Single tickets: \$8 general, \$5.50 students, sr. adults. Call 229-4079, 7 pm, Lincoln Hall Aud.

13
CONCERT SERIES — Final performance in this series of the West Coast Chamber Orchestra. Niel DePonte conducting. Soloist: Paul Hamilton Cheifetz, cello. Single ticket: \$7.50 general, \$5.50 students, sr. adults. Call 229-4440, 8 pm, Lincoln Hall Aud.

14
MUSIC FILM SERIES — "Ludwig von Beethoven." Plus shorts, "Beethoven & Music" & "Bernstein on Beethoven: A Tribute." Call 229-4454 / 4452. \$1.50 general, free to students, sr. adults. 7:30 pm, 75 Lincoln Hall.

15
CABARET FILM SERIES — "On the Waterfront." Call 229-4459 / 4452, 7 pm, Smith Center's Nordcland, Free.

18
CHAMBER MUSIC NORTHWEST SERIES: "An Evening With Peter Schickel." Cabaret songs written, sung, & accompanied by Schickel. Single tickets: \$8 general, \$5.50 students, sr. adults. Call 229-4079, 7 pm, Lincoln Hall Aud.

21
MUSIC FILM SERIES — "Fidelio," opera by Beethoven. Plus short, "Bernstein on Beethoven: Fidelio." Call 229-4454 / 4452. \$1.50 general, free to students, sr. adults. 7:30 pm, 75 Lincoln Hall.

22
CABARET FILM SERIES — "The Big Broadcast of 1938." Call 229-4459 / 4452, 7 pm, Smith Center's Nordcland, Free.

25
CHAMBER MUSIC NORTHWEST SERIES — "Encore Performance," a tribute to Haydn & Stravinsky, with special guests Peter Schickel & the Keith Martin Dance Co. Single tickets: \$8 general, \$5.50 students, sr. adults. Call 229-4079, 7 pm, Lincoln Hall Aud.

28
MUSIC FILM SERIES — "The Chronicle of Anna Magdalena Bach," subtitled. Call 229-4454 / 4452. \$1.50 general, free to students, sr. adults. 7:30 pm, 75 Lincoln Hall.

29
CABARET FILM SERIES — "Crime and Punishment." Call 229-4459 / 4452, 7 pm, Smith Center's Nordcland, Free.

August

2
FALL TERM ADVANCE REGISTRATION begins. (Ends Sept. 10.)

4
MUSIC FILM SERIES — "Moses & Aaron," an opera by Schoenberg; subtitled. Plus short, "Bernstein on Beethoven: Ode to Joy." Call 229-4454 / 4452. \$1.50 general, free to students, sr. adults. 7:30 pm, 75 Lincoln Hall.

6 & 7
CHILDREN'S THEATER — "Sleeping Beauty." Matinee performances in Lincoln Hall Aud. Call 229-4612 for admission price & times.

11
MUSIC FILM SERIES — "Eugene Onegin." Call 229-4454 / 4452. \$1.50 general, free to students, sr. adults. 7:30 pm, 75 Lincoln Hall.

Through Aug. 11
LITTMAN GALLERY — Paintings by Philip Sylvester. Call 229-3020/4452. Gallery open Mon-Thurs., Noon-4 pm, 250 Smith Center.

Through Aug. 11
WHITE GALLERY — Black & white photography by Jane Esmond. Gallery open Mon-Fri., 8 am-8 pm, second floor Smith Center.

18
MUSIC FILM SERIES — "Tales of Hoffmann," an opera by Offenbach. Plus short, "Infinite Variety of Music," with Bernstein & the New York Philharmonic. Call 229-4454 / 4452. \$1.50 general, free to students, sr. adults. 7:30 pm, 75 Lincoln Hall.

25
MUSIC FILM SERIES — "The Magic Flute," directed by Ingmar Bergman; subtitled. Plus short, "Music!" Call 229-4454 / 4452. \$1.50 general, free to students, sr. adults. 7:30 pm, 75 Lincoln Hall.

September

6
LABOR DAY HOLIDAY — The University will be closed.

10
FALL TERM ADVANCE REGISTRATION ENDS.

18
CHAMBER MUSIC CONCERT: Chamber music featuring The Florestan Trio with guest artists. Call 229-4454 / 4076, Lincoln Hall Aud., 8 pm.

24
GENERAL REGISTRATION.

27
DAY, EVENING CLASSES/SR. ADULT REGISTRATION — Classes begin. Also, senior adults may register on a tuition-free, no-credit, space available basis at the Adult Learning Center, 137 Neuberger Hall; call 229-4739 / 3952.

PSU Perspective

Portland State University perspective is published periodically during the year by the Office of Information Services for alumni, faculty and staff and friends of the University.

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Change of address: Send both new and old addresses to Portland State University perspective, P.O. Box 751, Portland State University, Portland, Oregon, 97207.

Parents: If this issue is addressed to your son or daughter who no longer maintains a permanent address at your home, please notify the PSU Alumni Office (503-229-4948) of the new mailing address.

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Coaster Theater

The 14th season of Portland State University Players' summer stock theater at the Coaster Theater in Cannon Beach, opened July 2 and will run through Aug. 29. This summer's season includes four plays presented by the 14 member company and guest artist and director Bill Harbin of Louisiana State University.

Jack Featheringill, artistic director of the PSU Players, has selected four outstanding plays which add up to a summer season of suspense, drama, comedy and farce. The 1982 schedule includes: **DEATHTRAP**, by Ira Levin, Jul. 2-4, 7-11, 14-18; **CHARLEY'S AUNT**, by Brandon Thomas, Jul. 21-25, Jul. 28-Aug. 1; **PICNIC**, by William Inge, Aug. 4-8, 11-15; and **NIGHT MUST FALL**, by Emlyn Williams, Aug. 18-22, 25-29.

Performances are at 8:30 p.m., Wednesday through Saturday, and 7:30 p.m. on Sunday. Tickets are \$7, with a 25 percent discount for a four-play series ticket (\$21).

Telephone orders and Coaster Box Office sales began on June 29. Box office hours will be 11 a.m. to 4 p.m., Tuesday through Sunday, and 90 minutes prior to each performance. The Coaster Box Office, may be reached at (503) 436-1242.

For the second season in a row, Director Featheringill is offering high-price tickets (\$3.50) for dress rehearsal previews on Jul. 21, Aug. 3 and 17.

The special guest artist at the Coaster Theater this season is well known as an actor, director and theater historian. Bill Harbin, Professor of Theater at Louisiana State University, will appear as Sidney Bruhl in "Deathtrap," and will direct "Picnic."

Harbin has been featured in roles

around the country ranging from Shylock in "Merchant of Venice" to Elwood P. Dowd in "Harvey." He recently completed a national tour as Julian in Flannery O'Connor's "Everything that Rises Must Converge."

As a director, Harbin's assignments encompass an exceptional range of styles and playwrights including Pinter, Inge, Sophocles, Williams, Moliere and Shepard. His production of Sean O'Casey's "Juno and the Paycock" was presented at the John F. Kennedy Center.

The 14th Coaster Season opens Friday, July 2, with Ira Levin's **DEATHTRAP**, one of the greatest popular successes of recent Broadway history. Guest artist Bill Harbin is featured in this suspense comedy of which *Time Magazine* said, "If you care to assassinate yourself with laughter, try 'Deathtrap.'"

CHARLEY'S AUNT, the second offering at the Coaster, is one of the most enduring popular comic masquerades of the modern theater. The production is directed by Susan LeClerc, director of the New Rose Theatre's long-running success, "A Couple White Chicks Sitting Around Talking."

Guest artist Bill Harbin directs the third play in this summer's series, William Inge's **PICNIC**. In "Picnic," Inge depicts small town middle America in the 1950's with humor and compassion. "Picnic" is one of the few plays to win both the Pulitzer Prize and the Critics' Circle Award.

The final play in the Coaster Theater summer series is a skilful blending of suspense and humor, **NIGHT MUST FALL**, by Emlyn Williams. Jack Featheringill directs this popular suspense-melodrama.



Score the Winning Bid
at the
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AUCTION

**Thursday
September 9**

1982 Home Football Schedule

Sep. 11	SANTA CLARA	7 p.m.
Oct. 2	CAL POLY-SLO	7 p.m.
Oct. 16	WEBER STATE	7 p.m.
Oct. 30	SIMON FRASER	7 p.m.
Nov. 6	MONTANA	7 p.m.

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Sign up now for the auction. Limited tickets available. Thousands of dollars in merchandise, including a trip to Palm Springs. Hosted bar opens at 5:30 p.m. Prime rib dinner at 6:30 p.m. At 7:30, a referee-auctioneer blows the whistle to start the battle of bidders. A great time for all!

Cost: just \$25 per player; \$50 per couple. Proceeds go to PSU athletic scholarships.

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